

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR
PRESENTING INFORMATION TO A USER UTILIZING HISTORICAL
INFORMATION ABOUT THE USER**

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ABSTRACT

A system, method and computer program product are disclosed for presenting information to a user. At a client, information about a user is collected. Via a network, the collected information is transmitted from the client to a location so that a user profile for the user can be generated based on the collected information. Based on the generated user profile, content is selected for the user. At the client, the content is received via the network and then subsequently presented to the user.